



Fakultät für Wirtschaftswissenschaften

Public Private Partnership in der Medienbildungspolitik

Ein Dual-Kooperatives Organisationsmodell als Realisierungsansatz einer Medienakademie als
Instrument eines Bundeslandes zur Standortförderung seiner Medienwirtschaft – gezeigt am
Beispiel Niedersachsen

Dissertation

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Abstract English

Media industry is increasingly discovered by German politics and their politicians as a matter of location factor. Both German Government and Federal State Governments try to win media firms to settle in terms of regional economic policy.

An important aspect in this case is that alike all staff intensive service industries media companies are dependent on highly skilled specialists who will be educated locally. This thesis shows an approach of realization of establishing and operating a donation based media university in a public private partnership (PPP) under the appreciation of current limited public budgets. This is exemplarily shown on the sample of the German Federal State of Lower Saxony.

Therefore a dually organized model of education will be developed which is in the same way partly carried by the public and the participating media companies. This education form is already known by the German dual education system. Concerning that „Dual Cooperative Organizational Model“ current academic policies like the „Bologna Process“ and the „Conception for optimization of universities in Lower Saxony“ are considered. The present thesis is based on a study that was also carried out by the author of this scientific draft, between 2003 to 2004 for the Lower Saxony State Chancellery and the nordmedia GmbH – the media society of the federal states of Lower Saxony and Bremen. This study reflects how far and under what structural conditions a media university would be wise on the location of Lower Saxony. Next to economical issues also legal aspects are inserted in this thesis.